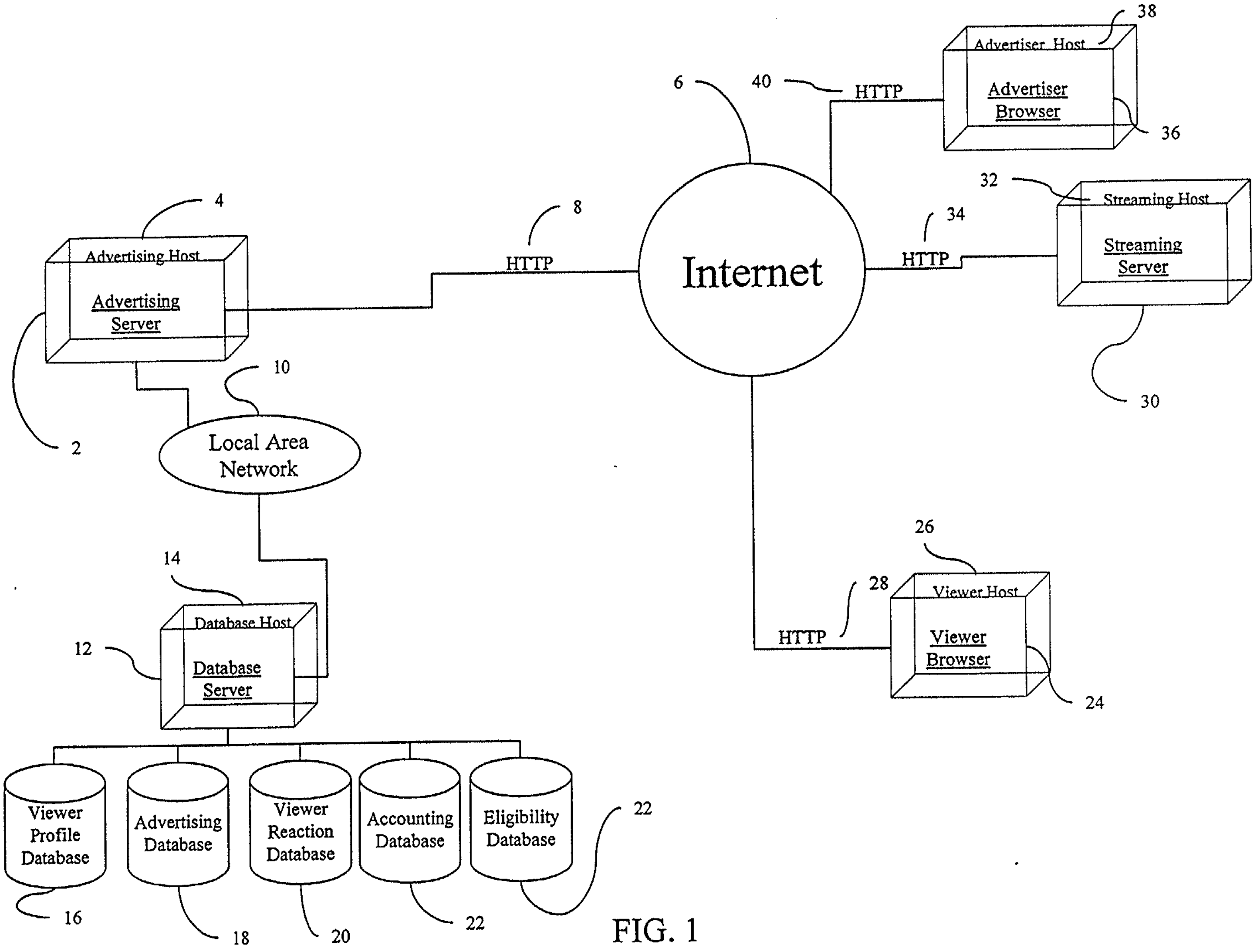
Advertising Host
Advertising Server
4
2
HTTP
8
Local Area Network
10
Database Host
Database Server
14
12
Viewer Profile Database
16
Advertising Database
18
Viewer Reaction Database
20
Accounting Database
22
Eligibility Database
22
Internet
6
40
HTTP
Advertiser Host
Advertiser Browser
38
36
32
Streaming Host
Streaming Server
34
HTTP
30
26
Viewer Host
Viewer Browser
28
HTTP
24

FIG. 1

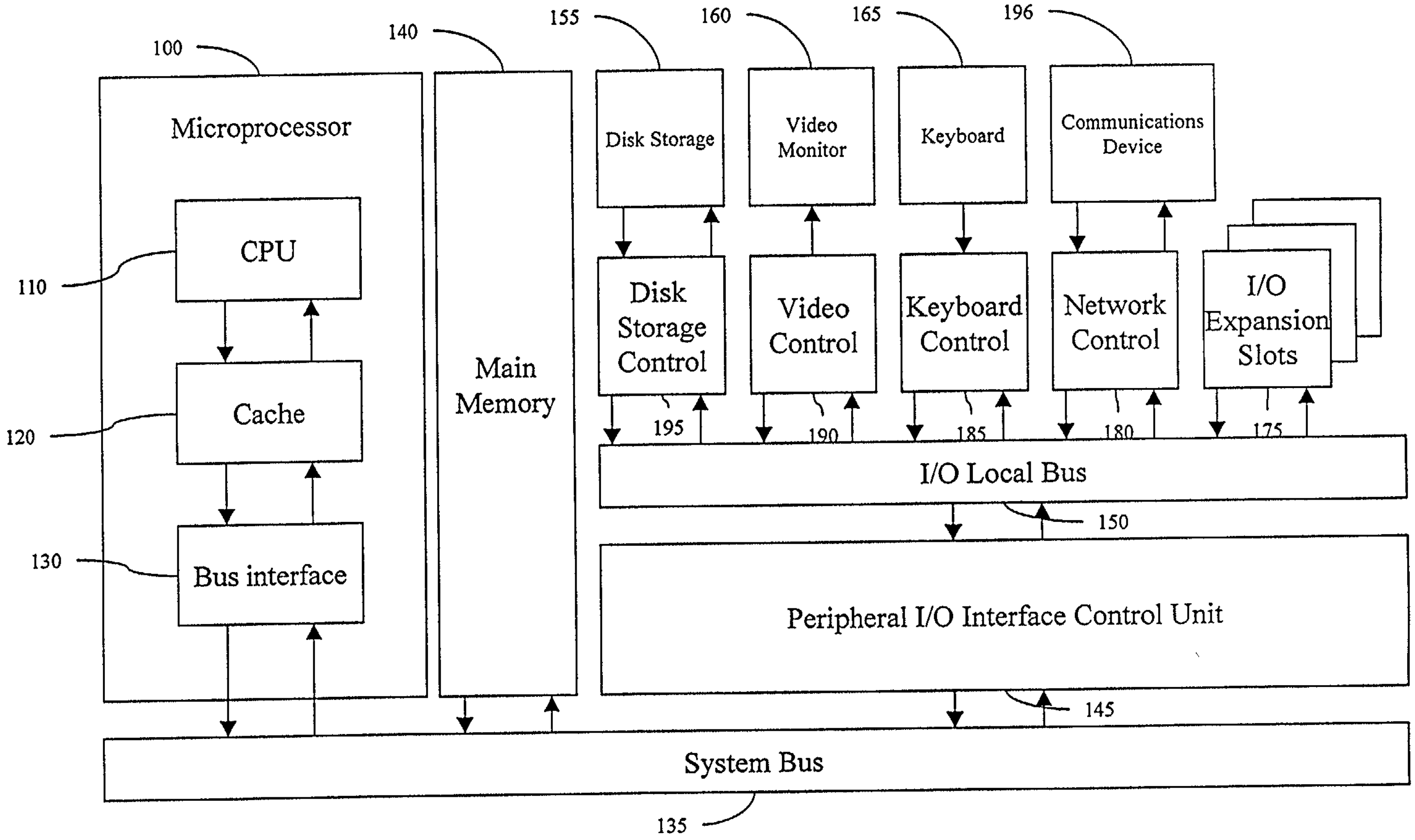
100
Microprocessor
CPU
110
Cache
120
Bus interface
130
140
Main Memory
155
Disk Storage
Disk Storage Control
195
160
Video Monitor
Video Control
190
165
Keyboard
Keyboard Control
185
196
Communications Device
Network Control
180
I/O Expansion Slots
175
I/O Local Bus
150
Peripheral I/O Interface Control Unit
145
System Bus
135

FIG. 2

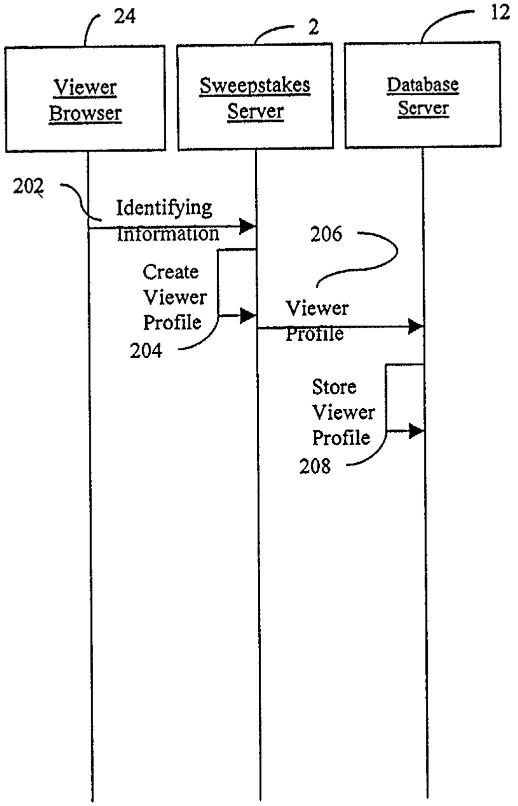
24
2
12
Viewer Browser
Sweepstakes Server
Database Server
202
Identifying Information
Create Viewer Profile
204
206
Viewer Profile
Store Viewer Profile
208

FIG. 3

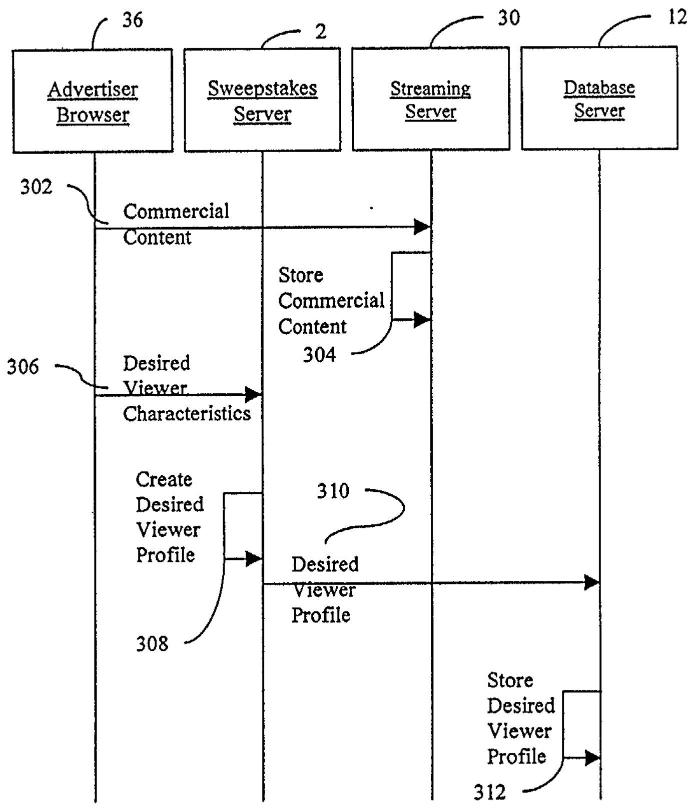36
Advertiser Browser
2
Sweepstakes Server
30
Streaming Server
12
Database Server
302
Commercial Content
Store Commercial Content
304
306
Desired Viewer Characteristics
Create Desired Viewer Profile
308
310
Desired Viewer Profile
Store Desired Viewer Profile
312

FIG. 4

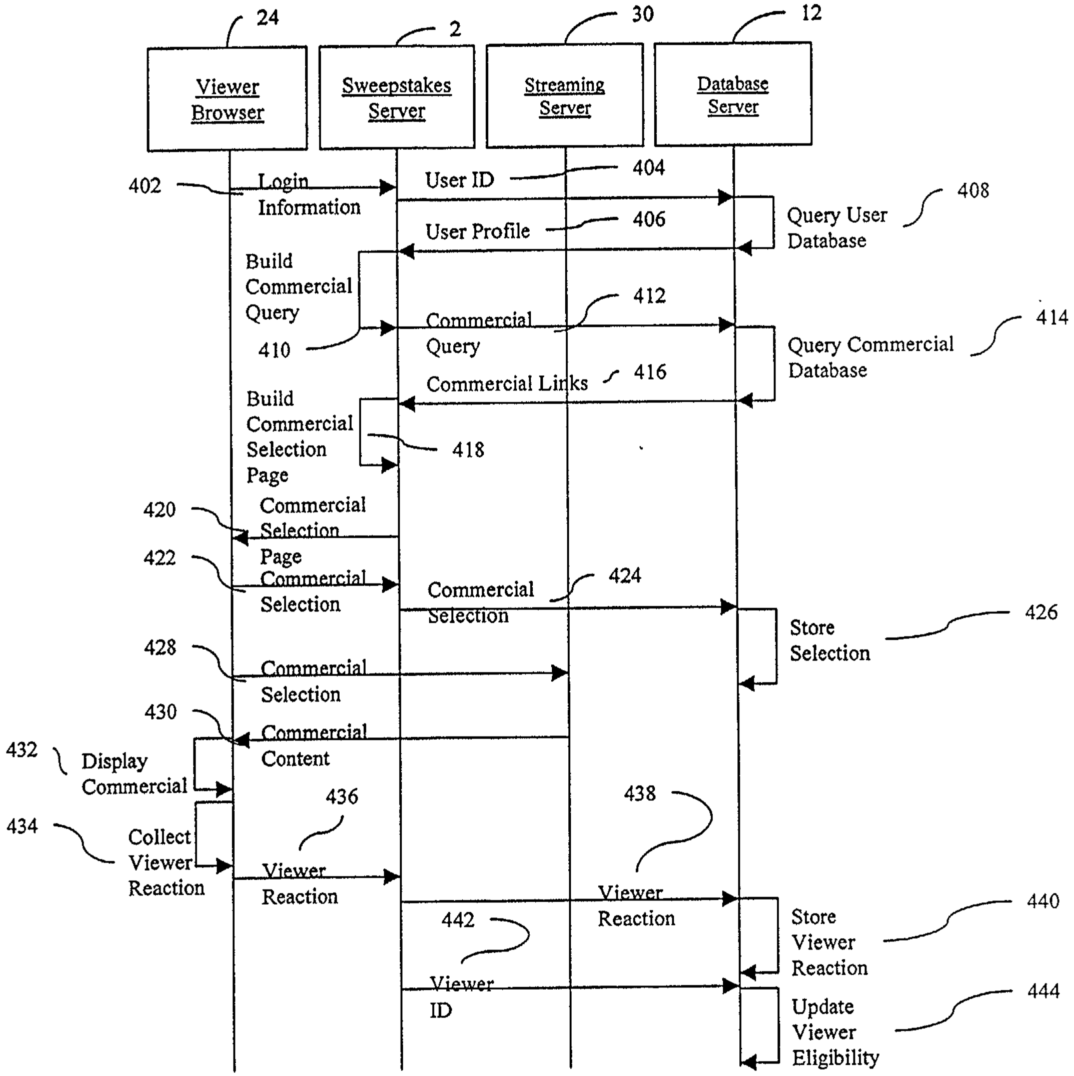
24
2
30
12
Viewer Browser
Sweepstakes Server
Streaming Server
Database Server
402
Login Information
User ID
404
Query User Database
408
User Profile
406
Build Commercial Query
410
Commercial Query
412
Query Commercial Database
414
Commercial Links
416
Build Commercial Selection Page
418
420
Commercial Selection Page
422
Commercial Selection
Commercial Selection
424
Store Selection
426
428
Commercial Selection
430
Commercial Content
432
Display Commercial
434
Collect Viewer Reaction
436
Viewer Reaction
438
Viewer Reaction
Store Viewer Reaction
440
442
Viewer ID
Update Viewer Eligibility
444

FIG. 5

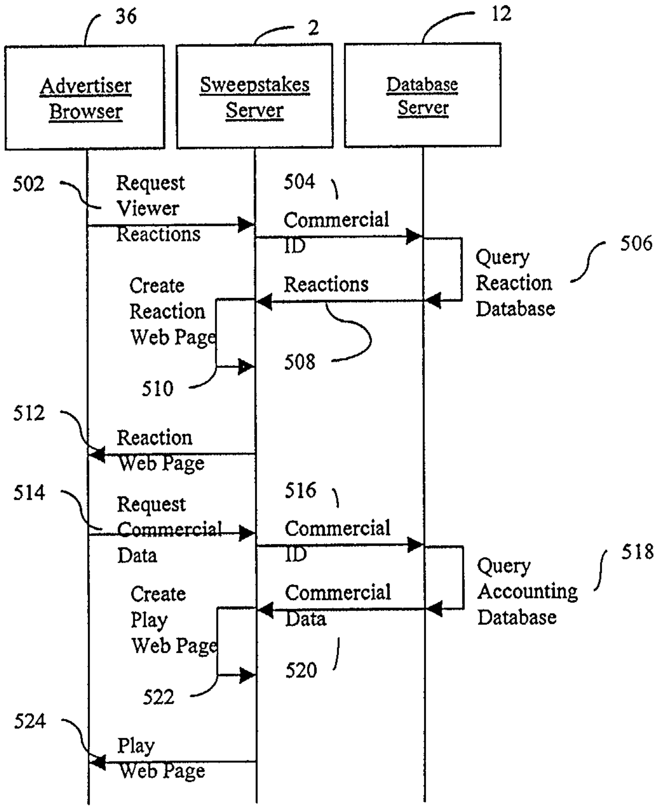
36
2
12
Advertiser Browser
Sweepstakes Server
Database Server
502
Request Viewer Reactions
504
Commercial ID
Query Reaction Database
506
Reactions
Create Reaction Web Page
508
510
512
Reaction Web Page
514
Request Commercial Data
516
Commercial ID
Query Accounting Database
518
Commercial Data
Create Play Web Page
520
522
524
Play Web Page

FIG. 6

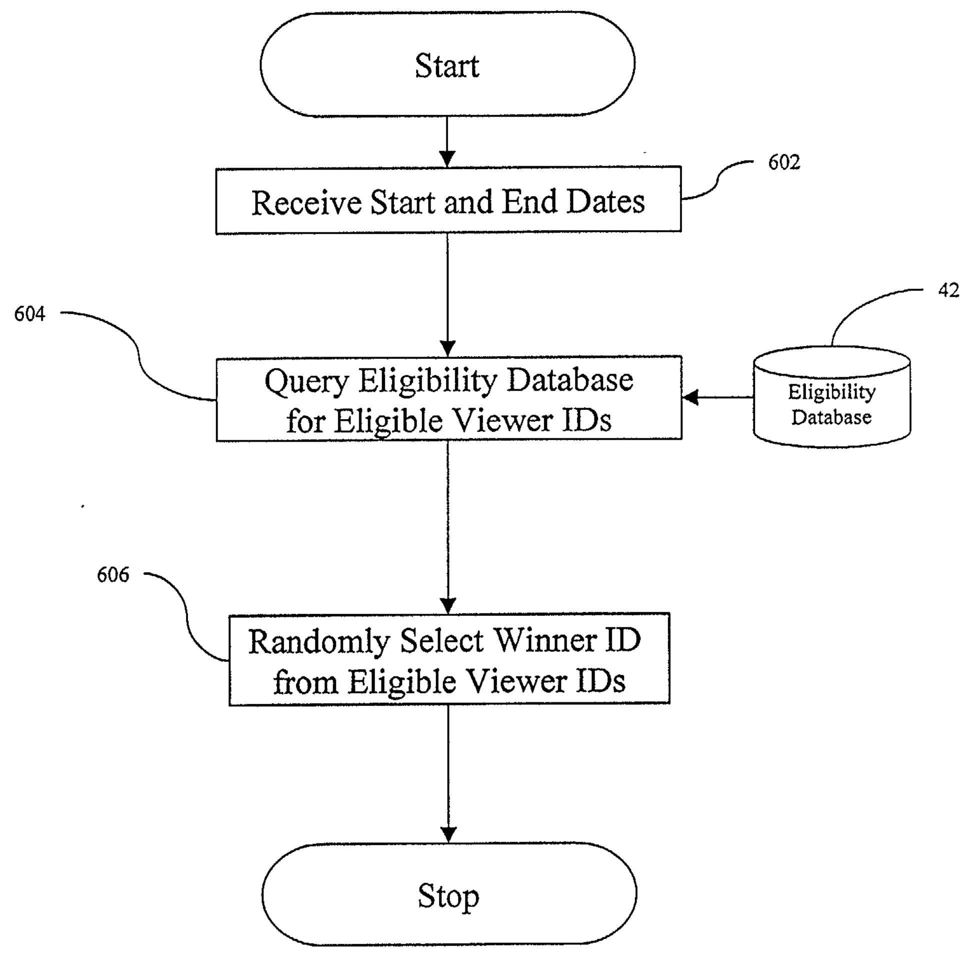
Start
Receive Start and End Dates
602
604
Query Eligibility Database for Eligible Viewer IDs
42
Eligibility Database
606
Randomly Select Winner ID from Eligible Viewer IDs
Stop

FIG. 7

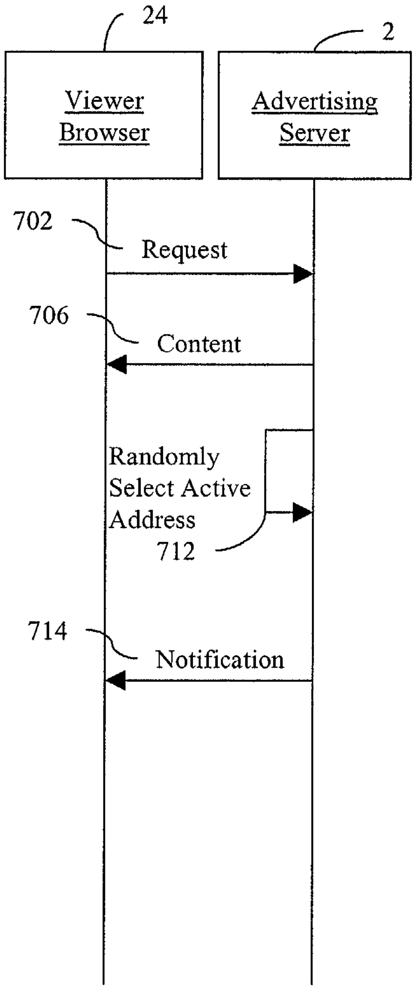
24
2
Viewer Browser
Advertising Server
702
Request
706
Content
Randomly Select Active Address
712
714
Notification

FIG. 8

[illegible].080201

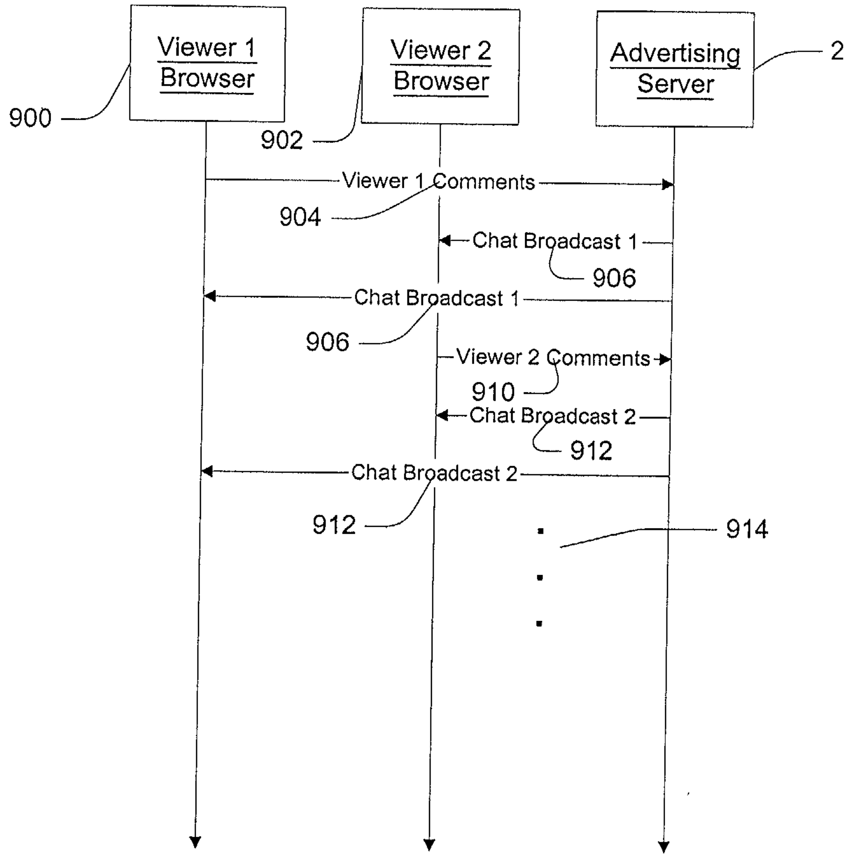
Viewer 1 Browser
Viewer 2 Browser
Advertising Server
900
902
2
Viewer 1 Comments
904
Chat Broadcast 1
906
Chat Broadcast 1
906
Viewer 2 Comments
910
Chat Broadcast 2
912
Chat Broadcast 2
912
914

FIG. 9